

ENGLISH TOURING OPERA

Head of Development and Communications Recruitment Pack



The Role

ETO is recruiting a dynamic communicator, fundraiser and opera lover to lead on all fundraising, on its relationship with Arts Council England, and on strategic communications. We are seeking a creative, innovative, and self-motivated fundraising and communications professional to sustain and increase ETO's fundraised income, advance ETO's media presence via the press and critics and craft compelling stories about the Company and its work for its key audiences and stakeholders.

English Touring Opera is entering an exciting period in 2022 when we will be applying for our next Arts Council England National Portfolio Organisation grant. The Head of Development and Communications will support this application to secure a future three years of core funding (2023-2026).

The Head of Development and Communications will hold a key position within ETO's senior management team working closely with the Director and Producer and will lead the work of the Development department, managing two Development Officers whose primary focuses are on private donor cultivation and Trusts and Foundations respectively. With upcoming investment within the Development function, this role will lead the department towards ambitious income targets.

Fundraised income is vital to sustain ETO's wide-ranging activity, including its two annual tours to theatres across the country and its extensive Learning and Participation Programme, as well as enabling additional projects, all dependent on galvanising significant philanthropic or in-kind support. The role will also lead all ETO's public facing and strategic communications, managing the external PR firm in the first instance.

We particularly encourage applications from disabled people and people from Black, Asian and minority ethnic backgrounds, as these groups are currently under-represented in the cultural sector.



English Touring Opera

For over 40 years, English Touring Opera (ETO) has held a unique place in the opera industry as the only mid-scale touring company offering regional venues and thousands of audience members outstanding live productions and impactful Learning and Participation projects, with the largest geographical reach of any UK company, from Cornwall to Cumbria. At the heart of our ethos is a making exceptional artistic experiences available and accessible to everyone, through a commitment to touring ambitious programmes of high-quality, innovative, opera productions that engage and inspire over 40,000 people every year.

"As a truly national opera company, ETO more than lives up to its billing." - WhatsOnStage

In spring 2021, ETO transformed and upscaled successful digital experiments piloted in autumn 2020, to create an exceptional, new digital performance programme, filmed for broadcast via a new in-house, streaming platform, *ETO at Home*. ETO created over ten, new semi-staged films in a bold, cross-century programme, from Machaut's late-Medieval secular motets to Elena Langer's 2002 mono-opera *Ariadne*. This unique programme distilled ETO's core artistic flavour, realised in new and unexpected ways. Having gained greater digital capability and new in-house skills, ETO will develop our digital strategy in 2022, to enhance and support future live work and continue to reach the widest audience across the UK and internationally.

Central to ETO's programming is our award-winning Learning and Participation Programme, which annually works with over 15,000 children and adults nationwide, making them more happy, united and successful. With accessibility, participation and co-creation at its heart, ETO's diverse programme of work enables people of all ages and abilities to create, participate in, and experience transformative opera performances. ETO provide the only opportunity for many schools to benefit from rich opera experiences, providing the greatest breadth and reach of any UK opera company.

ETO has earned a longstanding reputation as an organisation producing exceptional work. Throughout the organisation's 40-year history, ETO has consistently received four and five stars in national publications, and feedback from our 2019 Seasons saw audiences give 9/10 for the quality of our work. In 2014, ETO won an Olivier Award for 'Outstanding Achievement in Opera' and in 2017 won 'Best New Opera Production' in the WhatsOnStage Opera Poll. ETO received a PRS Award in 2012 and were nominated for Learning and Participation Programme at the 2019 International Opera Awards and 2020 Young Audiences Music Awards.

Job Description	
LINE MANAGER	Director
DIRECT REPORTS	Development Officer (Trusts & Foundations) Development Officer (Individual Giving)
KEY RELATIONSHIPS	Producer Marketing Manager External Publicist Board of Trustees Development Committee
Key Responsibilities (Income Generation)	<ul style="list-style-type: none"> • Lead the strategic development and increase of our voluntary income streams, with a target of increasing our £500k fundraised income per year by 50% in the next 4 years. • Manage the operational delivery of voluntary income streams • Line-manage and support the work of two Development Officers whose primary responsibility is in ETO's Trust and Foundation, and Individual Giving fundraising respectively. • Work with the Head of Finance to ensure financial targets are represented within the company's budgets. • Set, manage, and report on the budget for expenditure within the Development Department. • Ensuring that ETO's commitment to ethical fundraising is upheld and potential reputational risks are identified and assessed thoroughly. • Report regularly on progress against targets to the ETO Board. • Ensure compliance with GDPR in relation to data gathered from and about ETO's donors and donor-prospects, and compliance with tax and Gift Aid legislation related to fundraised income. <p><u>Arts Council England (ACE):</u></p> <ul style="list-style-type: none"> • Manage our existing relationship with ACE (presently £1.74M per year) to ensure all reporting deadlines are met and our ACE Officer is regularly updated. • Assist on the delivery of ETO's upcoming National Portfolio Organisation application, to be submitted March 2022. <p><u>Trusts & Foundations:</u></p> <ul style="list-style-type: none"> • Build and manage strategic relationships • Define our case for support and work with the Development Officer to deliver applications for project and multi-annual funding opportunities. <p><u>Donors:</u></p> <ul style="list-style-type: none"> • Liaising with ETO's Board and managing the Development Board and helping the Board Chair to motivate maximum engagement in fundraising; • Steward existing relationships with high-net-worth (HNW) individuals and work with the Development Officer to ensure the continuation of relationships with existing and new supporters. • Devise HNW/gala events to attract new members and support fundraising. <p><u>Membership Program:</u></p> <ul style="list-style-type: none"> • Manage the fulfilment and development of our existing Membership Program with the aim of promoting it throughout our annual tours and increasing income received from it. <p><u>Corporate Sponsorship:</u></p> <ul style="list-style-type: none"> • Identify and seek out prospects to meet the target of achieving £50k per year, by 2023.

Key Responsibilities (Communications)	<ul style="list-style-type: none"> • Shape the company's communication and media strategy, building a strong and diverse network of relationships across the country. • Manage relations with external PR firm. • Developing and pitching stories to the media, both related to the current/future artistic program and to special campaigns, securing significant coverage on radio and TV and in national papers. • Drafting press copy/press releases and articles for use in advocacy, funding bids/reports, newsletters and online. • Helping to shape ETO's public response to major/significant events, whether exclusively ETO-related or national/regional news items.
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<u>Person Specification</u>	
Essential	<ul style="list-style-type: none"> • A passion for the arts, music and ETO's mission; • Self-motivated, goal-oriented approach; • Significant experience of working in charitable fundraising and of asking individuals and/or organisations for donations or grants directly and with confidence; • Excellent written and verbal communication skills; • Highly numerate and able to create reports presenting a variety of financial data (e.g. budgets, financial forecasts) and interpret company accounts; • Outstanding interpersonal skills, with the ability to interact with people from all backgrounds and ages with confidence, using tact and diplomacy; • Curious, and informed of new trends in the fundraising and press sectors; • A methodical approach and eye for detail; • Well-organised, enjoy working both independently and as part of a close-knit team, managing a varied workload; • Committed to Equality, Diversity & Inclusion • Experience of management; • Knowledge of UK GDPR, tax and Gift Aid legislation in relation to fundraising practices; • Knowledge of the UK arts sector (within that, knowledge of the performing arts in general and opera in particular would be a particular advantage); • Experience of external publicists, building relationships with press outlets/journalists/critics and delivering a press strategy; • Experience of using SMART targets to measure performance.
Desirable	<ul style="list-style-type: none"> • A good working knowledge of opera; • Professional experience with a touring production company; • Professional experience at a receiving/producing venue; • Ability to demonstrate where you have achieved income growth in your previous role(s); • A proven ability to represent an organisation well, upholding its values, pursuing its interests and sharing information with external parties responsibly; • Experience of handling and leading on crisis communications; • Experience of reporting to a charity Board.

Team Competencies, expected of all ETO staff	
Efficiency	<ul style="list-style-type: none"> Using time and resources well
Innovation	<ul style="list-style-type: none"> Keeping an open mind Identifying opportunities to try new ideas Problem solving – identifying problems, analysing their causes and proposing clear plans to resolve them
Articulatory	<ul style="list-style-type: none"> Reporting information accurately, in an appropriate level of detail, at the right time Choosing appropriate mode, tone and register for each context
Cultivating external relationships	<ul style="list-style-type: none"> Contributing to effective communication and enriching relationships with external partners and contacts
Cultivating internal relationships	<ul style="list-style-type: none"> Contributing to honest, effective communication and mutual support within the team Sharing challenges and celebrating achievements Owning mistakes
Resilience	<ul style="list-style-type: none"> Responding to challenges constructively Working well under pressure Adapting to new circumstances
Numeracy	<ul style="list-style-type: none"> Managing financial and/or statistical information accurately and efficiently Being able to identify anomalies or inconsistencies quickly and correct or adjust as necessary

Terms

Job Title	Head of Development and Communications
Line Manager	Director
Start date	January 2022
Contract-Type	Permanent, full time position. The normal working week includes seven paid hours a day, five days per week (a one-hour lunch break each day is unpaid), Monday to Friday. Normal office hours are 10am-6pm Mon-Fri, though earlier start/finish times will be considered. Some evening and weekend work will be required.
Gross Starting Salary	£38,000-50,000 per annum, Full Time, commensurate with experience.
Holiday	20 days per annum, pro rata, plus Bank Holidays; rising to 25 days p.a. after 2 years' service
Pension	Employees are automatically enrolled into ETO's pension scheme (managed by Royal London), to which ETO will contribute 4% and the employee will contribute 4% of salary, starting with the first salary payment. (Contribution rates and other terms and conditions of the scheme may change. Employees have the right to opt out of the scheme.)
Office base	ETO's office is on the campus of Mountview Academy of Theatre Arts, Southwark, London. The office/home working pattern is currently split 3:2. Tuesdays and Thursdays are office days, with the third day at your discretion to meet the needs of the business. This is being continually

reviewed and full time office working may be a requirement. Travel in the UK to our touring venues will be required for this role.

Probation There will be a six-month probation period, during which time one month notice will be required by either party.

To apply Please email your CV (max. two pages), a covering letter (max. two pages) outlining in detail why you are applying for the role and how your skills and experience make you a suitable candidate, and an equal opportunities and monitoring form to jo.corrigan@englishtouringopera.org.uk.

Applications without a covering letter or equal opportunities monitoring form will not be assessed. Please quote **Head of Development and Communications** in the subject line. Please outline your availability on the proposed interview date.

If you have any questions about the role or the application process, please email Jo Corrigan at the email address above, to arrange a conversation with a member of the team.

Closing date Please submit applications by **10.00am on Monday 8 November**. First round interviews will take place by 12th November. Please make you availability on these dates known to us in your application and whether you have any accessibility requirements.

GENERAL DATA PROTECTION REGULATION

You may be familiar with the EU General Data Protection Regulation (GDPR) which came into effect in May 2018. The data you provide as part of your application will be held securely – in accordance with GDPR - and accessible only to those involved in the recruitment process. It will not be used for any other purpose. Once the recruitment process is over, should you be unsuccessful your data will be stored for a maximum of 12 months, then destroyed. If you are appointed, your application form will be retained and form the basis of your personnel record. By applying, you give your consent to your data being stored and processed in this way. If you complete an Equal Opportunities Monitoring form and include it with your application, you consent to the information you provide in it being stored anonymously and processed exclusively for the purposes of Equal Opportunities monitoring. ETO's full privacy notice can be found on its website.